



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT APPLICATION

Applicants : Steven M. Schein et al.
Application No. : 09/810,324
Confirmation No. : 9059
Filed : March 16, 2001
For : SYSTEM AND METHOD FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS AND
BROADCASTERS
Art Unit : 2623
Examiner : Hai V. Tran

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATION

Express Mail Label No. EV669679867US

Date of Deposit: August 7, 2006

I hereby certify that this certification and the following papers:

1. Transmittal Letter (in duplicate);
2. Reply To Office Action; and
3. Return postcard.

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Name: Isatta B. Smiti

08-09-06

Express Mail Label No. EV669679867US

Spand 626



ST-28 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.
Application No. : 09/810,324 Confirmation No.: 9059
Filed : March 16, 2001
For : SYSTEM AND METHOD FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Group Art Unit : 2623
Examiner : Hai V. Tran

New York, New York 10020
August 7, 2006

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated April 6, 2006, applicants respectfully request reconsideration and allowance of this application in light of the following:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper;
Remarks begin on page 10 of this paper.